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To: [Little, Bill](#)
Cc: [McAteer, Mike](#)
Subject: We received the River Road Mailing List and New Mailing List for Southern Mineralite?
Date: Thursday, September 08, 2016 4:09:31 PM

I received the mailing list for River Road. Within those boundaries we established there are about 557 business and resident addresses. All are shown as RESIDENT or OCCUPANT (business), so they should be deliverable even if someone has moved. The vendor guarantees that 95% of the addresses are deliverable and buys back any returns above the 5%. I've only run into that once.

We have a mailing list with over 1,000 folks for Southern Mineralite. They also are resident or occupant and should be deliverable if the property isn't vacant or the mailbox removed or destroyed...that type of thing. I do not have a record of what the radius was the last time we ordered a list. Do you want to reorder using a new radius? Let me know. I'm waiting to get the official word that we are approved for the meeting room before I send the fact sheet to print. So, I have a bit of time if you want to completely redo it. Let me know and provide boundaries or a radius. Thanks.

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